

ABSTRACT OF THE DISCLOSURE

An electronic camera of the present invention has an image pickup part, an ambient light colorimetric part, an operation member, a colorimetric calculation part, and a white balance adjustment part. The image pickup part captures an optical image through a photo-taking lens to generate color image data. The ambient light colorimetric part measures color of ambient light without passing through the photo-taking lens. The operation member receives an instruction for the colorimetric timing of ambient light from a user. The colorimetric calculation part obtains the colorimetric result from the ambient light colorimetric part in synchronization with the colorimetric timing, and calculates and stores color gain bringing the colorimetric result near to achromatic color. The white balance adjustment part performs white balance adjustment of image data in accordance with the stored color gain. The structure of the electric camera like this allows preset white balance to be executed in freer timing.